



The Seal of Cotton *style guide*



TM



Overview

The Seal of Cotton trademark is used to identify products that contain cotton, helping consumers easily recognize cotton-rich products. This guide provides instructions on how to properly use and display the Seal of Cotton trademark to maintain brand consistency and trademark integrity.

By following these guidelines, you ensure clear, professional, and accurate representation of the Seal of Cotton trademark.

Getting Started

Authorization Required:

Before using the Seal of Cotton trademark, you must obtain a license from Cotton Incorporated.

Approval Process:

All materials featuring the trademark—whether in print, digital, or promotional form—must be reviewed and approved by Cotton Incorporated before production.

Content Requirements

The Seal of Cotton trademark is a content identifier. The trademark must only be used to identify products containing the required cotton content:

- Home products must contain 100% cotton.
- Nonwovens hygiene, beauty, medical, or household products must contain 100% cotton.
- Knit and woven apparel must contain at least 90% cotton.
- Bras and fleece products must contain at least 80% cotton.
- Socks and hosiery must contain at least 75% cotton.

These requirements help maintain the integrity of the Seal of Cotton trademark across all the various applications and usage.



Correct Usage

Trademark Reference:

Always display the phrase "Seal of Cotton" with uppercase "S" and "C." A noun must always follow the trademark when written in text. Examples:

Correct:

The Seal of Cotton **trademark** highlights the cotton content of this product.

Incorrect:

The Seal of Cotton **highlights** the cotton content of this product.

Trademark Placement:

Make sure to keep sufficient space around the logo—a minimum of 0.25"—between this trademark and other marks or text to ensure clarity. The appropriate trademark (™) or registered trademark (®) designation must be used based on product distribution:

Trademark (™):

Used for products or promotional materials distributed in countries where the trademark is not yet registered or is pending registration.

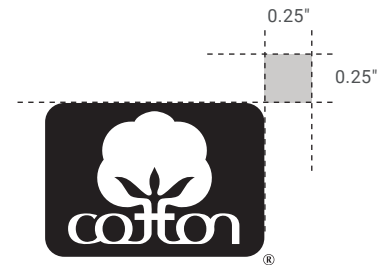
Registered Trademark (®):

Used for products or promotional materials distributed in countries where the trademark is officially registered.

If a product or promotional material is distributed in multiple countries, where the mark is both registered and unregistered, the trademark (™) should be used. Trademark artwork will be provided as part of the licensing agreement, ensuring compliance with distribution regulations.



Use the trademark symbol (™) in regions where the trademark is unregistered or pending.



Only use the registered trademark symbol (®) where the trademark is registered.



Design Guidelines

Logo Integrity:

Always use the official artwork provided by Cotton Incorporated. Do not alter proportions, stretch, or compress the design.

Background Colors:

Please follow these guidelines to ensure optimal readability and consistency of the mark across all print and digital media.

Always:

- Use the Seal of Cotton trademark on solid colors or patterns that do not interfere with its visibility.
- Make sure the word "cotton" and the cotton boll icon remain white unless placed on a lighter background where contrast is needed.
- Use the logo with a white boll and white outline over dark backgrounds for best visibility.

Never:

- Use neon colors or background patterns that interfere with legibility.
- Use complex background patterns within the logo; don't use colorful gradients inside the boll icon or in the background; and refrain from using two colors without enough contrast in the logo.
- Place the Seal of Cotton too close to other trademarks, text, or design elements
- Move the trademark (™) or registered trademark (®) symbol.





Legal Requirements

Always include this legal statement on all materials featuring the Seal of Cotton trademark.

Legal Line:

- The Seal of Cotton is a trademark of Cotton Incorporated.
- The statement should be at least 6 points in size and placed near the trademark or at the bottom of the material.

Next Steps

The Seal of Cotton trademark can be used in a wide range of communications: packaging, window displays, point-of-sale displays, interactive digital experiences, and beyond, helping you tell your unique cotton story, from design concept to product execution.

If you have questions or need approval for your materials, reach out to your Cotton Incorporated representative.



Cotton
Incorporated